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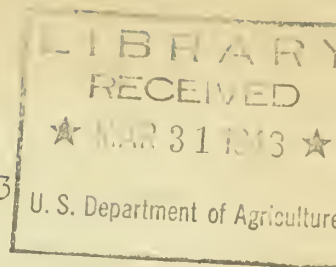
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UNITED STATES DEPARTMENT OF AGRICULTURE  
DIRECTOR OF INFORMATION  
WASHINGTON

March 8, 1943



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OFFICE OF INFORMATION MEMORANDUM NO. 51

Organization of Department Information Work To Carry Out  
the Food Program

Pursuant to the authority vested in me by Secretary's Memorandum No. 1054, dated December 10, 1942, to integrate the informational services of the Department, and in order to carry out more effectively the informational phases of the responsibilities placed upon the Secretary for the Nation's food program by Executive Order No. 9280 of December 5, 1942, the following procedures and assignment of duties are hereby made effective:

To help discharge this increased responsibility Mr. Keith Himelbaugh, Assistant Director of Information, is placed in charge of the Department's information war campaigns. To assist him as a "duration" staff, Mr. George Rowe and Mr. Gregory Poole are being detailed to the Office of Information from the Agricultural Adjustment Agency. To manage the existing major campaigns, the following are designated: Farm Manpower, L. A. Schlup, Extension Service; Victory Gardens, E. G. Moore, Agricultural Research Administration; Farm Mobilization, George Rowe; Nutrition and Conservation, Alice Nichols, Food Distribution Administration. Information specialists of the agencies of the Department will be called in to help in these campaigns as necessary.

Mr. Gove Hambidge, Mr. Marvin Sandstrom, and Mr. Dudley Smith are designated Assistant Directors of the Office of Information in charge respectively of research information, food distribution information, and food production information, and will be considered part of the immediate staff of the Director.

More adequate guidance and assistance will be provided to field information staffs of the Department's agencies engaged in food production and food distribution, and to the State and County USDA War Boards, by the assignment of additional personnel to the Field Information Service, Office of Information. The combined Field Information Service staff will report to the Assistant Director in charge of Field Information Service, and upon informational matters in the field represent the Director of Information in effectuation of Part VI of Memorandum No. 1054, as to general direction of information personnel and formulation of plans and policies.

Assignments of personnel will be as follows:

1. Northeast Region: Harold Ballou will be in charge as Regional Representative, and Harold Baldwin and J. L. MacDermid of Regional Contact Section, AAA, will act as Associate Regional Representatives. The region comprises the States of Pennsylvania, New York, New Jersey, Connecticut, Rhode Island, Massachusetts, Vermont, New Hampshire, and Maine, with headquarters office at 302 Center Building, Upper Derby, Pennsylvania.
2. East Central Region: W. Judd Wyatt will be in charge as Regional Representative, and Harry P. Clark, Jr., of Regional Contact Section, AAA, will act as Associate Regional Representative. The region comprises the States of Delaware, Maryland, West Virginia, Virginia, Kentucky, North Carolina, and Tennessee, with the headquarters office at 307 East Market Street, Charlottesville, Virginia.
3. Southeast Region: Bentley B. Mackay will be in charge as Regional Representative, and Quincy Ewing of Regional Contact Section, AAA, will act as Associate Regional Representative. The region comprises the States of South Carolina, Georgia, Florida, Alabama, Mississippi, Arkansas, Louisiana, with the headquarters office at 114 Agricultural Extension Building, LSU, University Station, Baton Rouge, Louisiana.
4. Southwest Region: W. H. Tolbert will be in charge as Regional Representative, and F. E. Charles will act as Associate Regional Representative. The region comprises the States of Arizona, New Mexico, Oklahoma and Texas, with the headquarters office at 713 Central Savings Bank Building, Denver, Colorado.
5. Pacific Region: R. L. Burgess will be in charge as Regional Representative, and C. A. Bond will act as Associate Regional Representative. The region comprises the States of California, Nevada, Utah, Idaho, Washington and Oregon, with the headquarters office at 821 Market Street, Room 837, San Francisco, California.
6. Northern Plains Region: Guy Bush will be in charge as Regional Representative, and Earll Nikkel, Regional Contact, AAA, will act as Associate Regional Representative. The region comprises the States of Colorado, Kansas, Nebraska, South Dakota, North Dakota, Montana and Wyoming, with the headquarters office at 717 Central Savings Bank Building, Denver, Colorado.

7. North Central Region: Porter Hodge, Regional Contact Section, AAA, will be in charge as Regional Representative, and James Reynolds and Don Miller, will act as Associate Regional Representatives. Region comprises the States of Wisconsin, Minnesota, Iowa, Missouri, Illinois, Indiana, Ohio and Michigan, with the headquarters office at 604 Wisconsin-Broadway Building, Milwaukee, Wisconsin.
8. John Dexter, Regional Contact Section, AAA, is assigned to act as program liaison representative with the Assistant Director in charge of Field Information Service. J. K. McClarren will serve as Executive Assistant, Field Information Service.
9. Assignment of secretarial personnel now employed in the field offices affected by these assignments of duty shall, in general, follow the assignments given their supervisors. The Assistant Director in charge of Field Information Service is authorized to work out with appropriate officers the details of such assignments and of general fiscal arrangements and joint use of property and facilities. No transfers of funds are involved in these assignments to duty.

In order that where physical moves are or may be involved, they may be made with least disruption of work now in progress, the Assistant Director in charge of Field Information Service may arrange temporarily for different assignments of duty under this memorandum.

This memorandum will be effective March 13, 1943.

*Morse Salisbury*  
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Director of Information

APPROVED:

*Clayton P. Wickard*  
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Secretary of Agriculture

